



DALLAS HIGHWAY LCI

Douglasville City Council

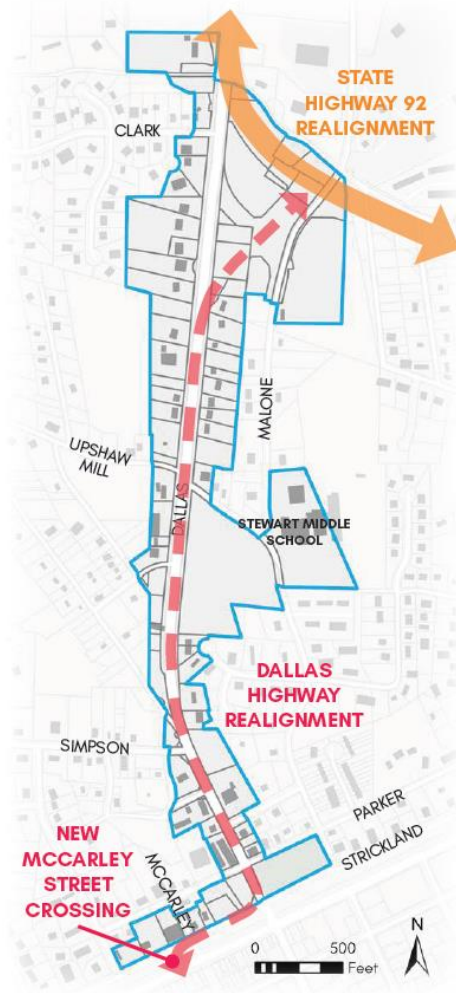
August 1, 2019




Agenda

1. Boundary
2. Recommendations

Boundary





“ Dallas Highway will be a safe, pleasant, pedestrian and bike-friendly corridor that seamlessly connects the North Side’s parks, schools, churches, businesses, and residents to Downtown Douglasville, serving as a gateway that establishes the community as a unified ‘downtown neighborhood.’

– **Dallas Highway LCI
Vision Statement** //

Land Use / Transportation Framework

1

Connectivity

Dallas Highway's route could serve as a central connector for the North Side community, linking various residential subdivisions, neighborhoods, and amenities together. Additionally, the road would serve as one of the key "front doors" for Douglasville entering from the new State Route Highway 92 and into Downtown Douglasville at Strickland Street and McCauley Street.

2

Diverse Character

Transportation improvements, land use, and zoning recommendations along the corridor are broken into two character areas: "Upper North Side" and "Historic North Side". These character areas build off existing assets and strengths and focus recommendations toward the surrounding neighborhood context. For example, recommendations for the Upper North Side are more suburban while the Historic North Side are more urban.

3

Placemaking

A Dallas Highway that places priority on quality design and livability will help to ensure that residents and visitors start to rethink what is possible along the corridor. For example, the installation of street trees, attractive landscaping, and public infrastructure can lay the groundwork for the redevelopment of key parcels into places that people seek out and want to spend time at. Successful placemaking can transform everyday tasks, like walking to school or the grocery store, into enjoyable, leisure-like activities.

4

Safety

Safety for all modes of transportation was considered one of the highest priorities among residents and stakeholders. This report's recommendations identify policies to promote moderate driving speeds, satisfactory separation between pedestrian, bicycling, and automobile traffic, and the elimination of blind spots through the installation of traffic calming infrastructure.

5

Land Use and Multi-Modal Transportation

Improvements to Dallas Highway will promote the relationship between transportation and land use, particularly around encouraging new trips by walking, biking, and transit. Future land uses are proposed along the corridor that would help shift the corridor's current focus around car trips through the neighborhood to focus on trips made within the neighborhood and connecting into Downtown.

Land Use / Transportation Framework

Legend

 = Mixed Use

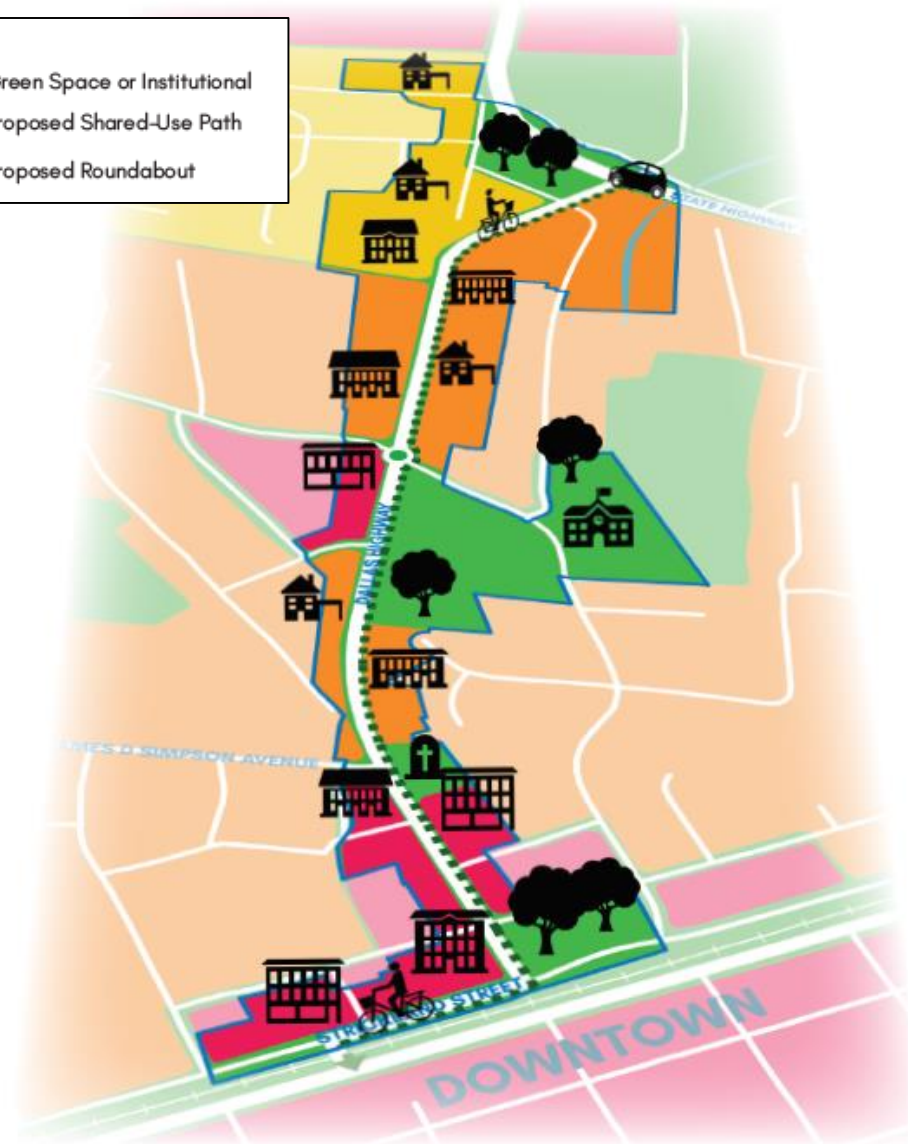
 = Urban - Residential Village

 = Suburban Residential

 = Green Space or Institutional

 = Proposed Shared-Use Path

 = Proposed Roundabout



Overall Concept



1. Shared use path along the east side of Dallas Highway from Strickland to Highway 92 Bypass.
2. One vehicle travel lane in each direction.
3. On-street parking at redevelopment nodes identified in North Side Redevelopment Plan.
4. Gateways at key entry points



Shared Use Path

- Commonly referred to as a trail, path, greenway
- Designed for bicyclists, pedestrians, and other non-motorized users
- Two-directional
- Width ranges from 10'-14'

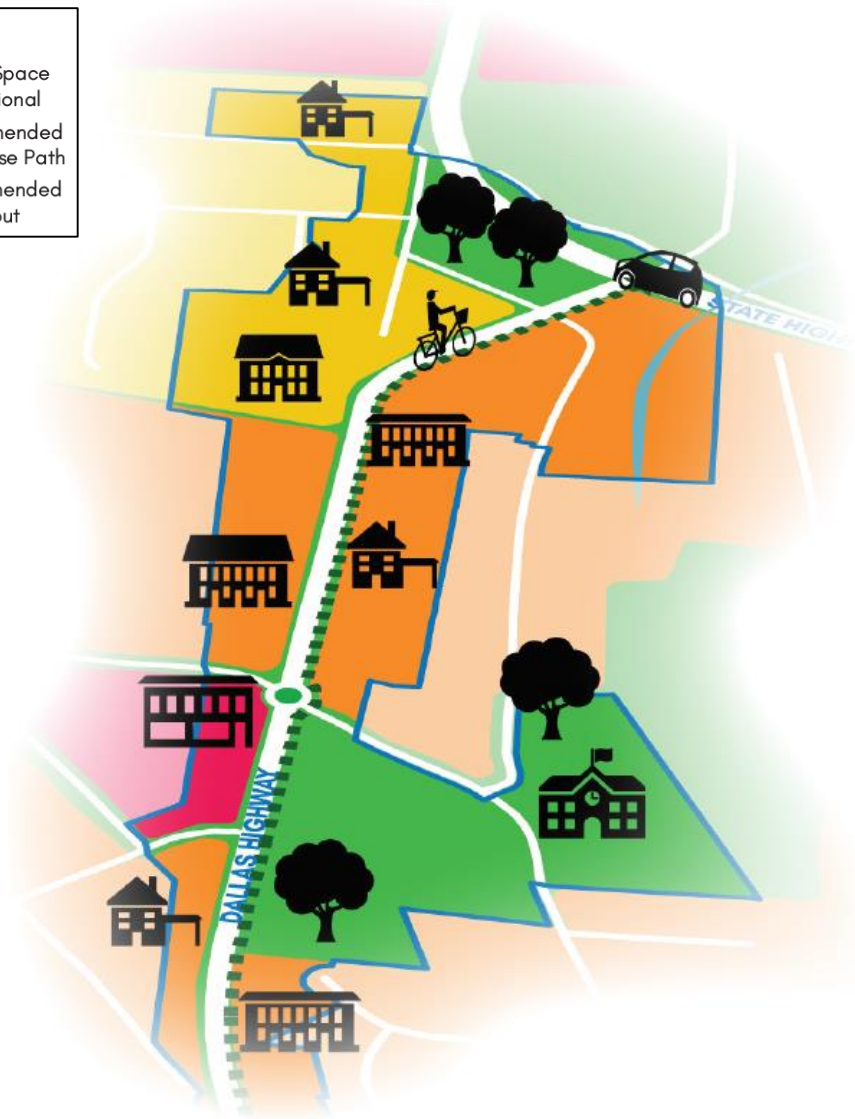


Upper North Side Recommendations

Legend

- = Mixed Use
- = Urban - Residential Village
- = Suburban Residential

- = Green Space or Institutional
- ▬▬▬▬ = Recommended Shared-Use Path
- ⊙ = Recommended Roundabout



Suburban Residential

It is recommended that the section of the study area adjacent to the portion of Dallas Highway that will be converted into a cul-de-sac maintain its existing suburban character, corresponding to the existing R-2 zoning category. This character area is described by large-lot single family housing with front-facing garages.



Urban - Residential Village

This recommended character area corresponds small-lot and attached residential single family housing, corresponding to development allowed under the R-5 zoning classification. Currently zoned R-2, these recommended changes would support the redevelopment of the corridor into a walkable environment. One challenge is R-5's 5,000 S.F. minimum lot per unit requirement (4,500 S.F. with common area) that could limit the financial feasibility of attached residential units. A revision of the common area bonus to 4,000 S.F. could help improve the feasibility of attached projects.

Mixed Use

A mixed use activity center land use character area is recommend to be located at the proposed roundabout. This area would function as the central core for commercial uses for the surrounding area. Only the CBD zoning category currently allows for a mix of residential and commercial uses. An additional zoning category could be created specific to neighborhood-level mixed use activity centers.

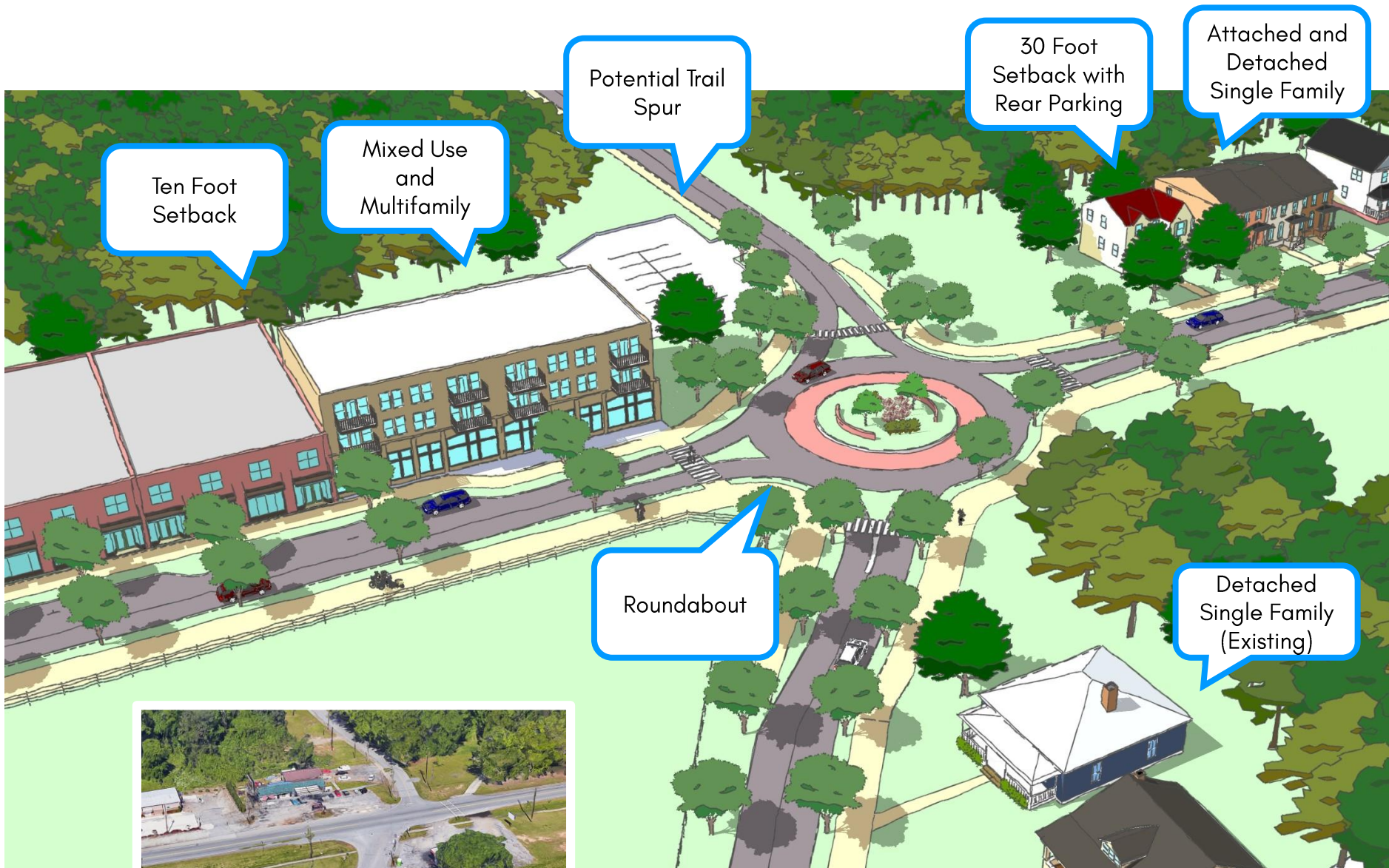


Simpson to Upshaw Mill

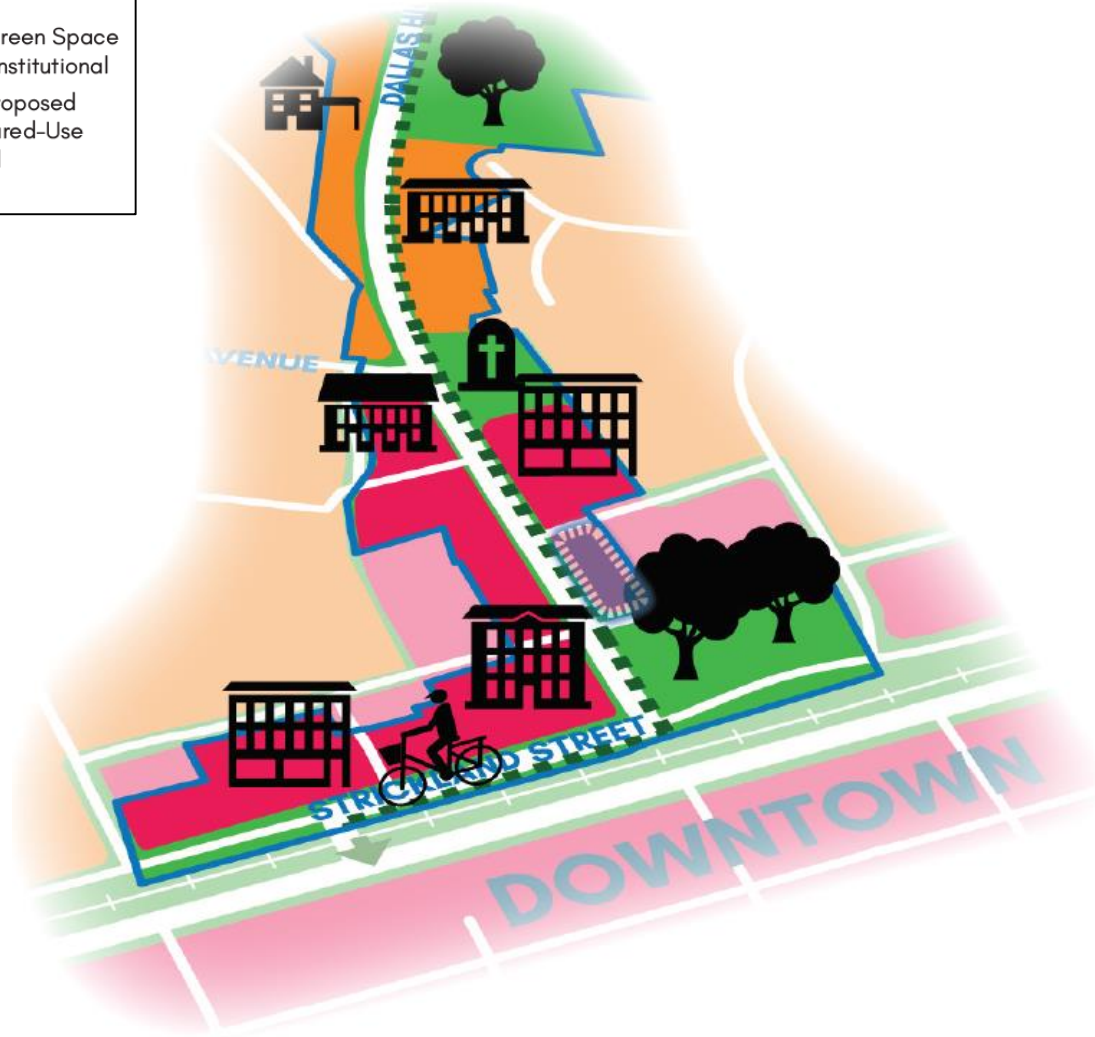


Typical North of Upshaw Mill





Upper North Side Recommendations



Historic Preservation

Restoration of the remaining historic mill buildings located between Parker Street and Ridge Avenue would simultaneously provide the right of way needed for the proposed shared-use trail while also creating potential commercial space for this section of the corridor. Historic designation of the structures may encourage acquisition and preservation, which the City could assist through funding.



Urban - Residential Village

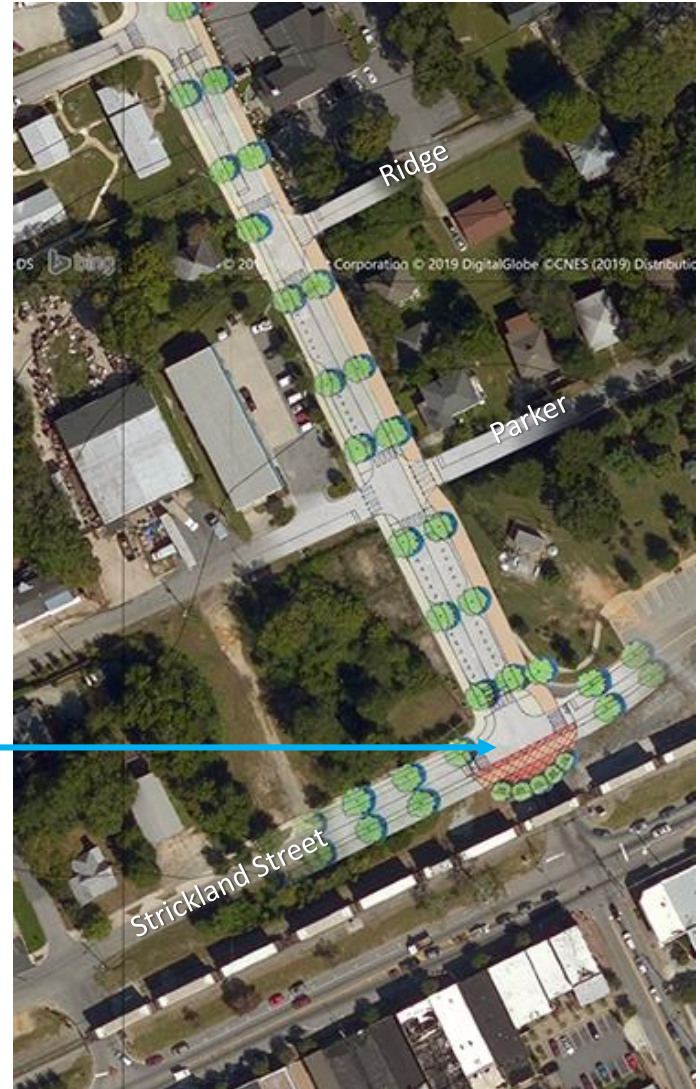
This recommended character area corresponds small-lot and attached residential single family housing, corresponding to development allowed under the R-5 zoning classification. Currently zoned R-2, these recommended changes would support the redevelopment of the corridor into a walkable environment.

Mixed Use

Currently, property located along Dallas Highway between Strickland Street and Parker Street is designated as industrial property. Preemptively rezoning this property as CBD would reduce the risk of the existing property being developed into an industrial or auto-oriented commercial use. One downside of CBD is that it does not allow residential-only projects, and the City's existing multifamily PRD designation's two acre site minimum and large setback requirements limits redevelopment potential. A new zoning designation that reduces setbacks and minimum acreage requirements and allows for commercial, residential, or a mix would promote walkable development.

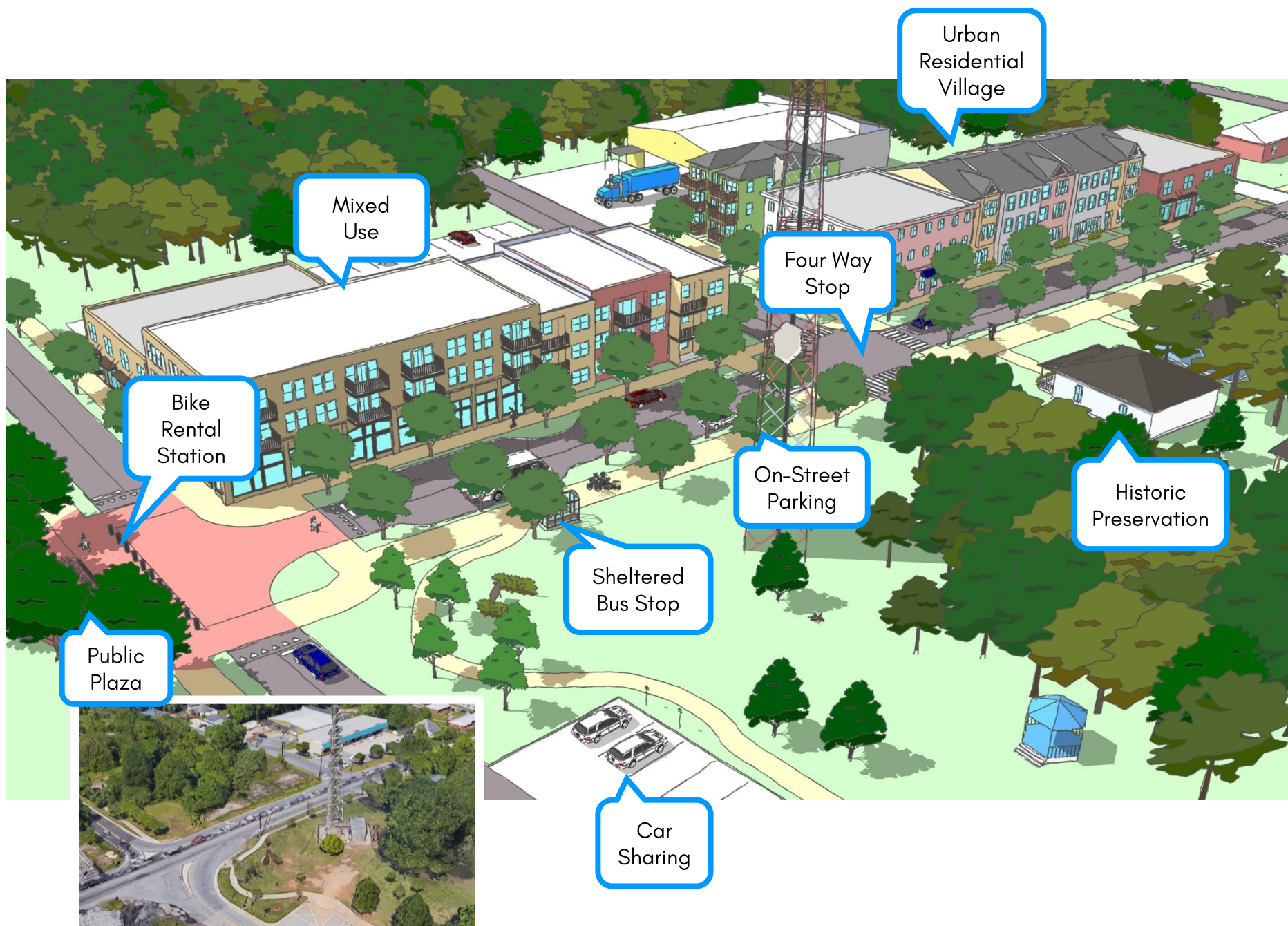


Strickland to Ridge



Ridge to Simpson





Transportation Implementation

Transportation Recommendations

Policies and Projects	Implementation Lead		Funding Contribution	Implementation Timing (Years)		
	Public	Private		<1	1 - 5	5+
Upper North Side						
Action 1: Expand the existing 5-foot sidewalk extending to the new State Route Highway 92 alignment to a minimum of 10-feet to accommodate bicycle and pedestrian users.	COD; GDOT; PW		\$183,000			○
Action 2: Install a 14-foot wide shared use path from the new Malone Street intersection along Dallas Highway to the Upshaw Mill Road intersection.	COD; PW		\$334,000		○	
Action 3: Install single-lane roundabout at the Upshaw Mill Road Intersection, considering the opportunity to create a small pocket park or plaza once redevelopment occurs. This will require the acquisition of 6685 Upshaw Mill Road and a partial acquisition of 6772 Upshaw Mill Road.	COD; PW		\$1,885,000		○	
Action 4: Between Upshaw Mill Road and Lincoln Street, install a shared use path to accommodate bicycles and pedestrians along the east side of the roadway, and on-street parking on the west side where there is a proposed mixed use node.	COD; PW		\$189,000			○
Action 5: Designate a bus stop just south of the proposed roundabout, with the potential to create a covered bus stop in the future.	COD; DC; ARC		\$0		○	
Historic North Side						
Action 1: Install a 10-foot wide shared use path from the new Lincoln Street along Dallas Highway to Ridge Avenue.	COD; PW		\$415,000		○	
Action 2: Install a planted median and pedestrian refuge at the James D. Simpson signaled intersection.	COD; PW		\$33,000			○
Action 3: Enhance the section of Dallas Highway from Ridge Avenue to Strickland Street with on-street parking, wide sidewalks, pedestrian amenities, street trees, and a separated two-way bicycle facility. In the short term, establish a continuation of the shared use path.	COD; PW	PD; PO	\$524,000			○
Action 4: Install all way stops at Parker Street, Ridge Avenue, and Kendrick Street.	COD; PW		\$6,000/ each		○	
Action 5: Install a raised intersection, parklet/plaza, and gateway feature at the intersection of Strickland Street and Dallas Highway.	COD; PW		\$280,000		○	
Action 6: Support the creation of a comprehensive mobility hub, which would include a sheltered bus stop and bike and car sharing facilities.	COD; DC; ARC		\$10,000		○	

Land Use/Zoning Implementation

Land Use and Zoning Recommendations

Policies and Projects	Implementation Lead		Funding Contribution	Implementation Timing (Years)		
				<1	1 - 5	5+
Upper North Side						
Action 1: Rezone all R-2 property to R-5, allowing for smaller lot residential housing and cottage courts, with additional requirements that limit the number of curb cuts along Dallas Highway.	COD; CD	PO	\$0		○	
Action 2: Rezone existing commercial and residential property in the Mixed Use character area to the CBD zoning category.	COD; CD	PO	\$0		○	
Action 3: Introduce additional public space incentives for the R-5 category that would allow a reduction in the minimum lot size to 4,000 S.F.	COD; CD		\$0		○	
Historic North Side						
Action 1: Designate the remaining mill house properties along Dallas Highway as historic and provide funding support for the acquisition and renovation of these properties.	COD; DDA; CE; CD	PD; PO	\$0	○		
Action 2: Rezone all R-2 property to R-5, allowing for smaller lot residential housing and cottage courts.	COD; CD	PO	\$0		○	
Action 3: Rezone existing industrial, commercial, and residential property in the Mixed Use character area to the CBD zoning category.	COD; CD	PO	\$0		○	
Action 4: Introduce a new mixed-use zoning designation which would permit either residential, commercial, or a mix of both, allowing for attached single-family or multifamily projects without a commercial component.	COD; CD		\$0		○	
Action 5: Require 10- to 15-foot setbacks through the implementation of an overlay for all new development along this portion of the corridor to ensure adequate space is available for future complete street enhancements, like wider sidewalks, dedicated bike lanes, and additional on-street parking.	COD; CD	PO	\$0	○		

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